

# NASA

## Marshall Space Flight Center Small Business Opportunities

November 15, 2007

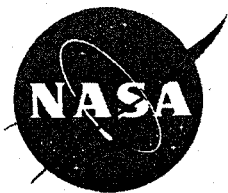
Lynn Garrison  
NASA/MSFC



# NASA Major and Component Installations

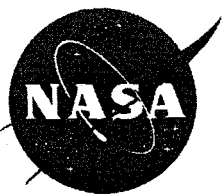


( ) Lead Management Center



## MSFC AT A GLANCE

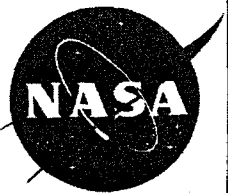
- Located on the Redstone Arsenal Facility in Huntsville, Alabama.
- FY/2008 procurement budget projection of \$2.2 billion.
- More than 2600 on-site civil servants.
- More than 6000 on-site contractor employees.



# MSFC FY/2003-2007 SB DIRECT ACHIEVEMENTS

(Dollars in Millions)

CATEGORIES	FY/2003	FY/2004	FY/2005	FY/2006	FY/2007
SB	\$138.7	\$181.1	\$154.5	\$156.2	\$186.5
SDB/8(A)	\$ 54.5	\$ 52.3	\$ 44.2	\$ 44.7	\$ 26.6
WOSB	\$ 43.2	\$ 50.2	\$ 34.9	\$ 30.5	\$ 42.7
HUBZone	\$ 6.0	\$ 16.9	\$ 6.3	\$ 9.1	\$ 33.2
SDVO	\$ .0	\$ 22.1	\$ 25.3	\$ 22.4	\$ 24.4
HBCU/MI	\$ .0	\$ .0	\$ .0	\$ .0	\$ .0

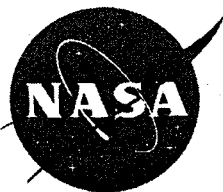


# MSFC FY/2003-2007 PRIME CONTRACTOR CUMULATIVE SUBCONTRACTING ACHIEVEMENTS

(Dollars in Millions)

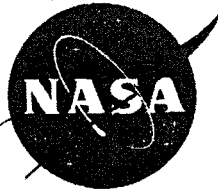
CATEGORIES	FY/2003	FY/2004	FY/2005	FY/2006	*FY/2007
SB	\$267.3	\$281.1	\$232.7	\$223.5	\$132.6
SDB	\$ 86.5	\$105.3	\$137.2	\$144.9	\$ 69.3
WOSB	\$ 80.5	\$ 99.5	\$ 47.9	\$ 57.7	\$ 33.2
HUBZone	\$ 9.5	\$ 11.6	\$ 7.5	\$ 10.8	\$ 6.8
SDVO	\$ .5	\$ 2.7	\$ 4.0	\$ 6.0	\$ 3.8
HBCU/MI	\$ .0	\$ 4.2	\$ 5.3	\$ 3.7	\$ 1.1

\* Subcontracting achievements through the previous individual subcontracting reporting period dated March 31, 2007.



## THE MSFC SMALL BUSINESS OFFICE STAFF CAN ASSIST

- ◆ Assistance includes:
  - An organizational overview
  - The procurement process
  - Pinpointing marketable areas
  - Identification of key procurement and technical point-of-contacts
  - Identification of key procurement and technical point-of-contacts
  - Availability of business development programs for small businesses
  - The prime contractor subcontracting programs
  - Upcoming procurement opportunities



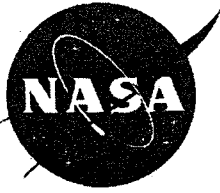
# DOING BUSINESS WITH THE GEORGE C. MARSHALL SPACE FLIGHT CENTER WEB SITE

## MSFC SMALL BUSINESS PROGRAMS:

- Contacts
- Assistance
- Calendar of Events

## BUSINESS OPPORTUNITIES:

- NASA Acquisition Internet Service
- NASA Acquisition Internet Service Online Registration



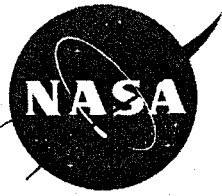
# DOING BUSINESS WITH THE GEORGE C. MARSHALL SPACE FLIGHT CENTER WEB SITE (CONT.)

## MARKETING TOOLS:

- Acquisition Planning Tool
- MSFC Prime Contractor List
- MSFC Support Contracts List
- MSFC Small Business Coordinators
- Acquisition Forecast

## SPECIAL PROGRAMS:

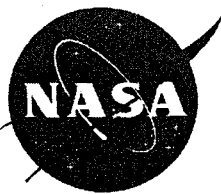
- Small Business Innovation Research Program
- Small Business Technology Transfer Program



# DOING BUSINESS WITH THE GEORGE C. MARSHALL SPACE FLIGHT CENTER WEB SITE (CONT.)

## SMALL BUSINESS DIRECTORIES:

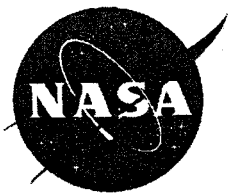
- MSFC Small Business Directory
- MSFC Hardware Fabrication, Machining, and Assembly Services Directory
- Small Business Product Offerings Directory
- Small Business Innovative Research Vendor Web Site



# DOING BUSINESS WITH THE GEORGE C. MARSHALL SPACE FLIGHT CENTER WEB SITE (CONT.)

## MARSHALL PRIME CONTRACTOR SUPPLIER COUNCIL:

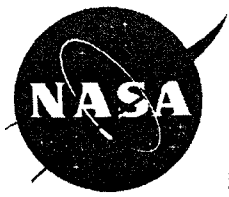
- Charter
- Vision and Purpose
- Agendas
- Minutes
- Best Practices
- Marketing to the Primes Presentation
- Small Business Marketing Guide
- Council Members
- Previous Meetings
- Photos



# DOING BUSINESS WITH THE GEORGE C. MARSHALL SPACE FLIGHT CENTER WEB SITE (CONT.)

## MARSHALL SMALL BUSINESS ALLIANCE:

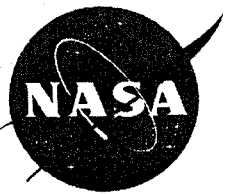
- Agendas
- Attendees
- Presentations – Upcoming Procurement Opportunities
- Presentations – Other
- Presentations – Training



# How to Begin

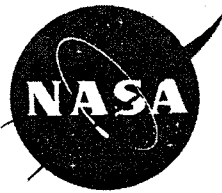
## Do Your Homework

- ✓ **Make Maximum Use of MSFC Industry Assistance and Small Business Specialists**
- ✓ **Visit Technical/Contracts Personnel**
- ✓ **Attend Industry Briefings & Go on Site Visits**
- ✓ **Closely Review the Draft Request for Proposal**
- ✓ **Ask Questions!**
- ✓ **Executive Debriefings Provide for Continuous Improvement. Ask for One!**



# ARES I 2007 CONTRACT AWARDS

PROGRAM	COMPETITION	AWARD DATE	AWARD RECIPIENT(S)
First Stage Engine	Sole Source	8/10/07	ATK Launch Systems
First Stage Roll & Control Engine Thrusters	Unrestricted	5/15/07	Aerojet
Upper Stage Instrument Unit	Unrestricted	December 2007	TBD
Upper Stage Engine	Sole Source	6/02/06	Pratt & Whitney Rocketdyne
Upper Stage Production	Unrestricted	8/28/07	Boeing
Upper Stage Pre-Valves	Unrestricted	6/15/07	Vacco Industries
Upper Stage Pre-Valves	Unrestricted	6/15/07	Moog, Inc.
Upper Stage Vent & Relief Valves	Unrestricted	6/15/07	Vacco Industries



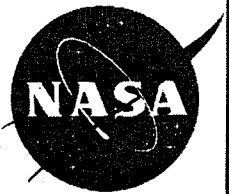
# ARES I SMALL BUSINESS SUBCONTRACTING PROJECTIONS

(Dollars in Millions)

## CATEGORIES

## \$ PROJECTIONS

Total Value	\$5,000.0
Small Businesses	\$ 750.0
Small Disadvantaged Businesses	\$ 225.0
Women-Owned Small Businesses	\$ 150.0
Historically Under-Utilized Zone Small Businesses	\$ 50.0
Veteran-Owned Small Businesses	\$ 50.0
Service-Disabled Veteran-Owned Small Businesses	\$ 50.0
Historically Black Colleges & Universities/ Minority Institutions	\$ 20.0

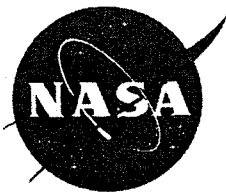


# ARES V...

Core stage engine.

Earth departure stage.

RS68 engine.



## LUNAR LANDER AND LUNAR SURFACE OPERATIONS ...

Manage the Lunar Precursor Robotics Program.

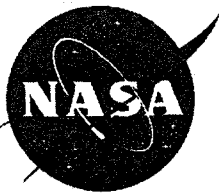
Manage development of the lunar lander descent stage & lead descent stage propulsion.

Support lunar architecture work for the program system engineer.

Support ascent stage propulsion.

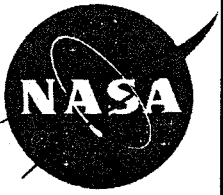
Support overall lunar lander avionics, life support, structures and propulsion testing, as well as project integration.

Support lunar surface life support systems, habitat, structures and in site resource systems.



# MSFC FY/2008 MAJOR COMPETITIONS

<u>PROGRAM</u>	<u>INCUMBENT</u>	<u>COMPETITION</u>	<u>RFP RELEASE</u>
Center Operation Support Services	EG&G	Unrestricted	November 2007
Michoud Assembly Facility Manufacturing November Support & Facility Operations, and Consolidated Facility	Lockheed Martin	Unrestricted	January 2008
Occupational Medicine & Environmental Health Services	AJT	TBD	January 2008
Operations of the Pressurants & Propellants Facility	Teledyne Brown	Unrestricted	February 2008
Unified NASA Information Technology Services	SAIC	Unrestricted	May 2008



# KEYS TO SUCCESS

- Planning: Your Roadmap To Success:

“Absent planning In One’s Life or Business is like a ship upon the sea without a rudder” (*Earl Nightingale*)

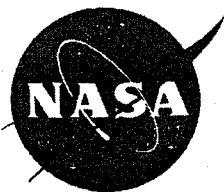
- Planning Primary Reason For Business Failures

- Build A Dream Team:

- Need A Team To Obtain A Dream
- Attract To Your Team The Best, Keenest and Brightest
- Team Is “Together Everyone Achieves Miracles”

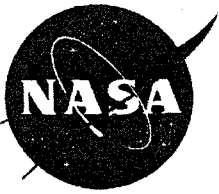
- Network Your Way To Success:

- Your Network Will Determine Your Net Worth
- You Have To Make Contacts To Make Contracts
- Create Relationships With Hinges That Never Rust



# MSFC SMALL BUSINESS PROGRAM CONTACTS

<u>CONTACT</u>	<u>TITLE</u>	<u>EMAIL</u>	<u>PHONE</u>
David Brock	MSFC Small Business Specialist		(256) 544-0267
Fran Thompson	Management Support Assistant		(256) 544-8816
Stefanie Funghi	Contractor Support Assistant Digital Fusion Solutions, Inc.		(256) 544-6263
Barbara Jenkins	Small Business Administration Procurement Center Representative		(256) 544-5012
Helen Stinson	MSFC Small Business Technical Advisor		(256) 544-7239



**NASA's**

**Small Business Innovation Research  
(SBIR)**

**and**

**Small Business Technology Transfer  
(STTR)**

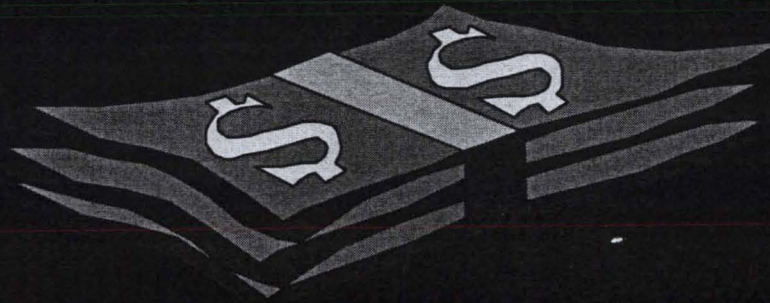
**Programs**



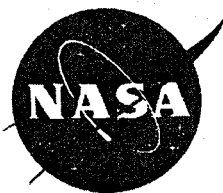
# NASA SBIR/STTR 2008 Budget

**SBIR ~ \$104M**

**STTR ~ \$12M**



SBIR - Phase I Contracts: \$100K (6 months)  
STTR - Phase I Contracts: \$100K (12 months)  
SBIR/STTR - Phase II Contracts: \$600K (2 years)



# SBIR/STTR: 3-Phase Program

## Phase 1

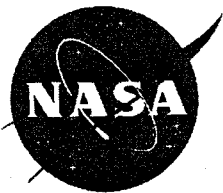
- Feasibility study
- \$100K award
- 6 months duration (SBIR)
- 12 months duration (STTR)

## • Phase 2

- Technology Development
- 2-Year Award
- \$600K (SBIR/STTR)

## • Phase 3

- Technology Infusion/Commercialization Stage
- Use of non-SBIR Funds
- Ability to award sole-source contracts without JOFOC based on specific SBIR authority – NASA and NASA primes

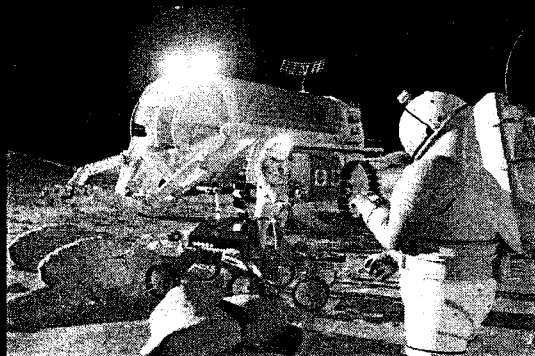


# Mission Driven!

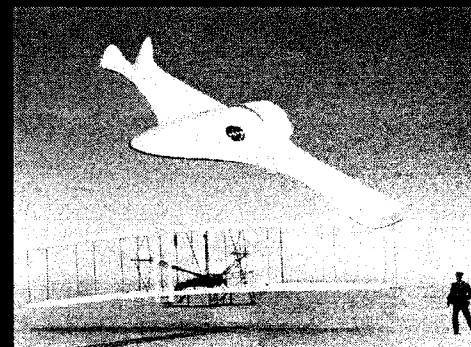
**SBIR/STTR = Small Business Innovation for NASA and the Nation**

**Partnership with Mission Directorates Drives SBIR/STTR Investment**

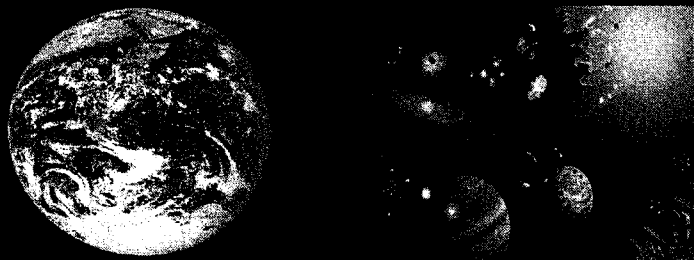
Exploration Systems



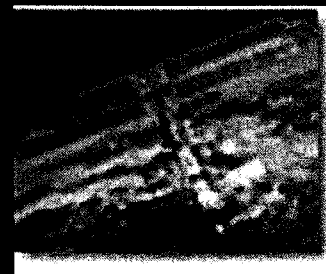
Aeronautics Research

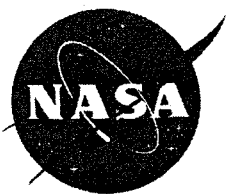


Science



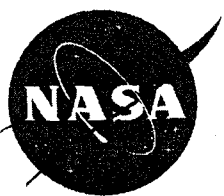
Space Operations





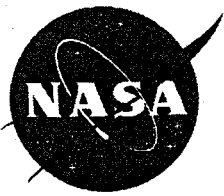
# Aeronautics Research Topics

- Aviation Safety
- Fundamental Aeronautics
- Airspace Systems
- Aeronautics Test Technologies



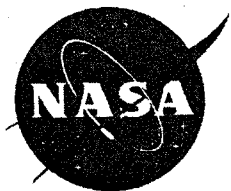
# Exploration Systems Topics

- Avionics & Software
- Sensors for Autonomous Systems
- Environmental Control and Life Support (ECLS)
- Extravehicular Activity (EVA)
- Lunar In-situ Resources Utilization (ISRU)
- Structures, Materials and Mechanisms
- Lunar Operations
- Energy Generation and Storage



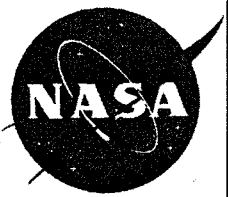
## Exploration Systems Topics (cont'd)

- Propulsion and Cryogenics Systems
- Protection Systems
- Thermal Management
- Exploration Crew Health Capabilities
- Space Human Factors and Food Systems
- Space Radiation



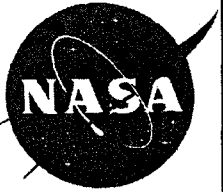
# Science Topics

- Robotics Exploration Technologies
- Advanced Telescopes
- Sensors, Detectors, and Instruments
- Spacecraft and Platform Subsystems
- Information Technologies
- Small Satellites

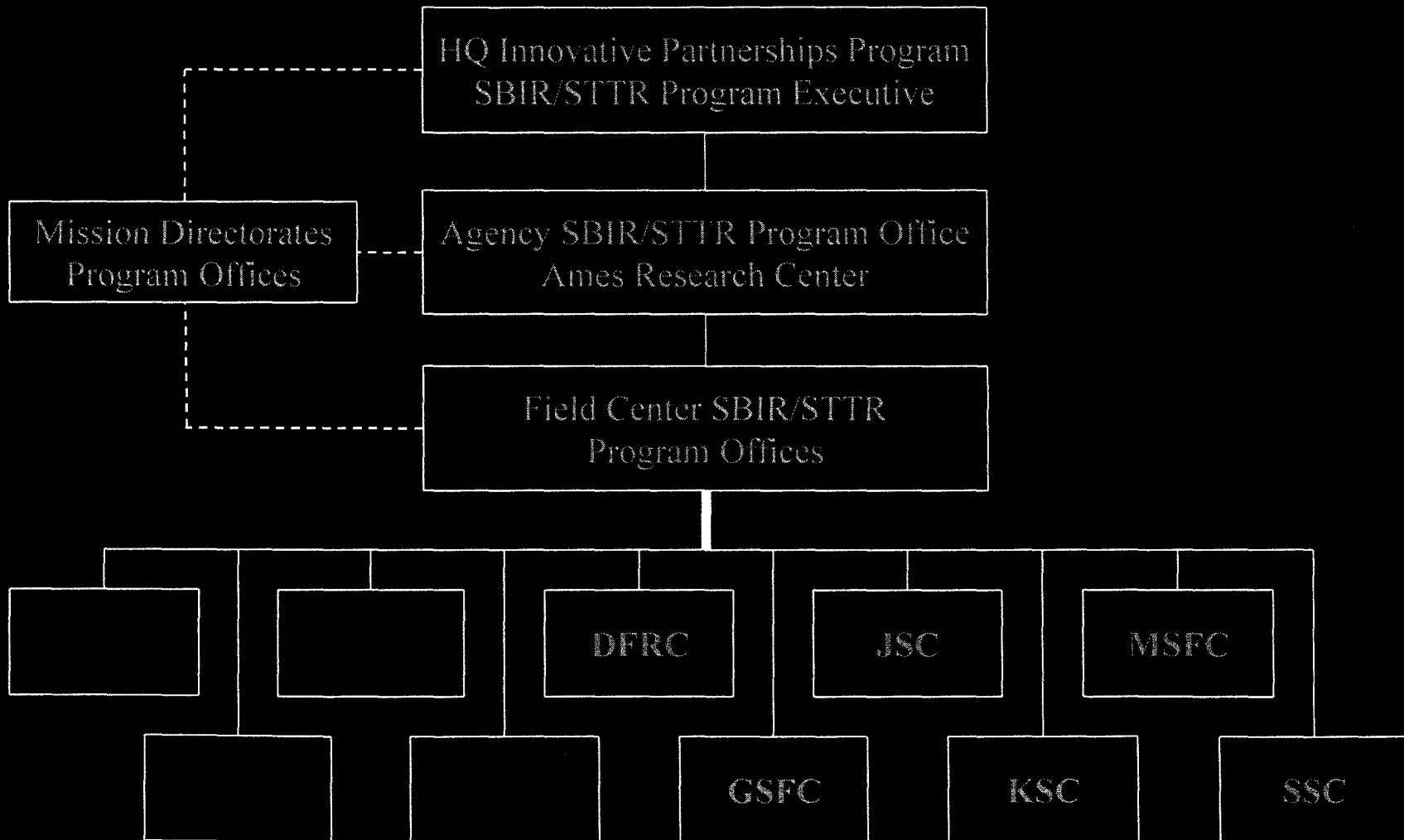


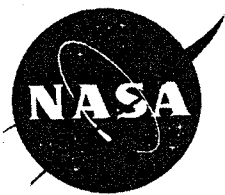
# Space Operation Topics

- Space Communications and Navigation
- Space Transportation
- Processing and Operations



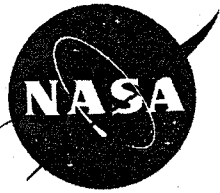
# Program Management Structure





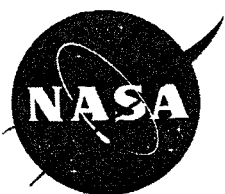
## Nature of NASA SBIR Contracts

- SBIR contracts are fixed price contracts to be completed on a best effort basis
- Contractors own resulting intellectual property (data, copyrights, patents, etc.)
- Government has royalty-free rights for government use of intellectual property
- Government protects data from public dissemination for four years after contract ends



# SBIR Program Eligibility Checkpoints

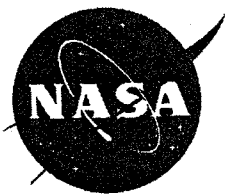
- Organized for-profit U.S. small business (500 or fewer employees)
- At least 51% U.S. owned and independently operated
- Small business located in the U.S.
- P.I.'s primary employment with small business during the project



# Submission Process

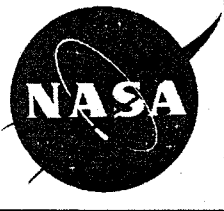
- All proposals are submitted electronically via the internet
- Make sure your proposal is received on time - late proposals are rejected
- Proposals are screened for administrative completeness and turned over to the managing NASA Center for technical review





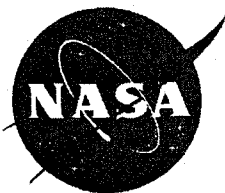
# Know Your Customer

- Review last year's solicitation and review the titles and some abstracts of the winning proposals in your area of interest
- Talk to the people in your technical area who write subtopics and review proposals at the agency where you intend to submit your proposal
  - Find their technical emphasis, needs, and interest
  - Solve a sponsors problem
  - Align your technology/proposal to the sponsor's final needs



## Some Important Facts to Remember

- Eligibility is determined at time of award
- No appendices allowed in Phase I
- The PI is not required to have a Ph.D.
- The PI is required to have expertise to oversee project scientifically and technically
- Applications may be submitted to different agencies for similar work
- Awards may not be accepted from different agencies for duplicative projects



# SBIR/STTR Program Schedule

## 2008 Program Solicitation

Opening Date: 07/06/2008

Closing Date: 09/04/08

Selections: 11/14/08

Gary C. Jahns, Ph. D.  
Manager SBIR/STTR Program Management Office  
Mail Stop 202A-3  
NASA Ames Research Center,  
Moffett Field CA 94035  
Gary.C.Jahns@NASA.gov  
(650) 604-6595

